Sheet 1 of 1

		U.S. DEP PATENT	ARTMENT OF C	COMMERCE ARK OFFICE	ATTY. DOCKET NO. DEM1P004	S	ERIAL NO. 09/74	1,957	
LIST	OF DO	OCUMENTS CITE	D BY APPLIC	CANT	APPLICANT D	ELUR	GIO		
		MAY 3 1 2005	O JOE O		FILING DATE 12/20/00	G	ROUP 362	29	
		TENTE TRADENSER'S	U.S.	PATENT	DOCUMENTS				
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE		NAME	CLAS	SS SUBCLASS		DATE IF
gc	AA	6,697,824	02/24/04	В	owman-Amuah				
20	AB	6,202,070	03/13/01		Nguyen et al.				
20	AC	5,694,551	12/02/97		Doyle et al.				
7									
		•			·				
				·					
							·		
-									
•									
, †					-				
			FOREI	GN PATE	NT DOCUMENTS				
		DOCUMENT NUMBER	DATE		NAME	CLAS	SS SUBCLASS	TRANS	LATION
		NUMBER		•		 		YES	NO
									-
							_		-
	<u> </u>			2		<u> </u>			<u> </u>
	_	· · · · · · · · · · · · · · · · · · ·			Author, Title, Date, Pertine				
· 4C	 				nain Store Age, v76, n7,				
JL	1	"Gymboree Enha 2000.	ances Price I	Manageme	nt," Retail Systems Ale	rt, Vol	ume 13, Nun	nber 6,	June
Je					Grocery Market Pricing 74, n2, Summer 1998.	and th	e New Comp	petitive 	;
EXAMINER	<u></u>	E /a/h	e At		DATE CONSIDERED	3-1	25		-
					in conformance with MPEP 609	; Draw I	ine through citati	on if not	in

Sheet 1 of 1

			PARTMENT OF CO		ATTY. DOCKET NO. DEM1P004	SER	JAL NO. 09/74	1,957	<u> </u>
LIST	OF DO	OCUMENTS CITE	ED BY APPEICA	ART.	APPLICANT I	DELURG	IO		
			(FEB 0 7 7	क्र भू	FILING DATE 12/20/00	GRO	OUP 36	29	
			U.S.	PATENT	DOCUMENTS				
EXAMINER INITIAL*		DOCUMENT NUMBER	DAPETRAD	M	NAME	CLASS	SUBCLASS		DATE IF
2V	AA	6,567,824	05/20/03		Fox			<u> </u>	
4°C	AB	6,321,207	11/20/01	·	Ye				
									.
						RE	CEI	/EC)
			-				B 17	005	
						GR	OUP	360	0
		····-	FORFIC	N PATE	NT DOCUMENTS				
		DOCUMENT	DATE		NAME	CLASS	SUBCLASS	TRANS	LATION
		NUMBER						YES	NO
							<u> </u>		
		OTHER D	OCUMENTS	(Including	Author, Title, Date, Pertine	ent Pages, E	ic.)		
									
EXAMINER	A.	Collecto	_		DATE CONSIDERED	-05			
*EXAMINE	/	I if reference conside	red, whether or no copy of this form	t citation is	n conformance with MPEP 60			on if not	in

BEST AVAILABLE COPY

Sheet_ 1 of 1 U.S. DEPARTMENT OF COMMERCE ATTY. DOCKET NO. SERIAL NO. PATENT AND TRADEMARK OFFICE **DEM1P004** 09/741,957 APPLICANT DOCUMENTS CITED BY APPLICANT DELURGIO PLY WITH 37 C.F.R. 1.56 **GROUP FILING DATE** 12/20/00 3629 U.S. PATENT DOCUMENTS SUBCLASS NAME **CLASS FILING DATE IF EXAMINER** DOCUMENT DATE INITIAL* NUMBER APPROPRIATE Walker et al. AA 6,397,193 05/28/2002 01/22/2002 Walker et al. AB 6,341,268 Fernandez et al. AC6,052,686 04/18/2000 Teicher et al. AD 5,933,813 08/03/1999 5,790,643 08/04/1998 Gordon et al. AE 06/09/1998 Sheldon et al. 5,765,143 OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological CA Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998. Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data;" Harvard Business Review, CB Reprint F00205, 2000. "Pacificorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated CCDecember 8, 1995. Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11 RECEIVED FEB 2 3 2004 'GROUP 3600 DATE CONSIDERED **EXAMINER** *EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in

conformance and not considered. Include copy of this form with next communication to applicant.

Sheet 1 of 1

U.S. DEPARTMENT OF COMMERCE

LIST OF DOCUMENTS CITED BY APPLICANT

TO COMPLY WITH 37 C.F.R. 1.56

ATTY. DOCKET NO. DEM1P004

SERIAL NO. 09/741,957

APPLICANT

DELURGIO

FILING DATE

GROUP

12/20/00

3629

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
20	AA	6,341,269	01/22/2002	Dulaney et al.				
40	AB	5,377,095	12/27/1994	Maeda et al.		R	CEW	
							MAR 3 0 200	
				· · ·			(1) 17 A	
					<u> </u>	G M	MUP 36	100

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

gi	ВА	Alan L. Montgomery and Peter R. Rossi, "Estimating Price Elasticities with Theory-Based Priors," Journal of Marketing Research Vol. XXXVI, November 1999 (pp 413-423).
90	BB	Boatwright, Peter et al., "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model," Journal of the American Statistical Association, Vol. 94, No. 448, December 1999 (pp 1063-1073).
	вс	Alan L. Montgomery, "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data," Marketing Science, Vol. 16, No. 4, 1997 (pp 315-337).
	BD	Robert C. Blattberg and Edward I. George, "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations," Journal of the American Statistical Association, Vol. 86, No. 414, June 1991 (pp 304-315)
	BE	Arnold Zellner, "On Assessing Prior Distribution sand Bayesian Regression Analysis With G-Prior Distributions," Elsevier Science Publishers, 1986 (pp 233-243)
	BF	D.V. Lindley and A.F.M. Smith, "Bayes Estimates for the Linear Model," University College, December 1971.
ſ	BG	George C. Tiao and Arnold Zellner, "On the Bayesian Estimation of Multivariate Regression," University of Wisconsin, January 1964.
40	вн	Arnold Zellner, "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias," University of Wisconsin, June 1962.

EXAMINER

de lather

DATE CONSIDERED

6-23-05

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF DOCUMENTS CITES BY TO COMPLY WITH 37 C.R.

ATTY. DOCKET NO. SERIAL NO. 09/741,957 **DEM1P004 APPLICANT DELURGIO FILING DATE GROUP** 12/20/00 3629

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DC 1	OCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
Ac	AA	6,	725,208	04/20/2004	Hartman et al.			
1								
			 -					
					*			
-	•	(OTHER DO	CUMENTS	(Including Author, Title, Date, Pertinet	nt Pages, E	itc.)	
	ВА		A.F.M. Sm	nith, "A Gene	eral Bayesian Linear Model," Univ	ersity of	Oxford, A	pril 1972.
							,	• • •
								•
		,						
					•	-	-	a
								
								•
								
	<u> </u>							
					 			

EXAMINER

DATE CONSIDERED 6-23-05

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

6 PE	~C\?								Sheet	1 of 1
AUG 1 8	` ~	병 ⁾ U.S. DEI	PARTMENT OF C		ATTY. DOCKET NO. DEM1P004		SERIA	AL NO. 09/741		
TO ICT	- A	COMENTS CITE	D. RV. APPLIC	ANT	APPLICANT					
(MAS 14	To	COMPLY WITH 37	C.F.R. 1.56	ANI		DELU	IRGI	<u> </u>		
					FILING DATE 12/20/00	л р 362	3629			
			U.S.	PATENT	DOCUMENTS					
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE		NAME	CI	LASS	SUBCLASS		DATE IF PRIATE
De	AA	6,025,686	05/18/2000	F	Fernandez et al.					
W	ÁВ	6,173,345	01/09/2001	W	illiam A. Stevens					
V										
					•					
						D	EC	EIVE	D	
		•				18.8	_	2 0 200		
· · · · · · · · · ·							HU		COO	
					· · · · · · · · · · · · · · · · · · ·	G	RC	UP 3	ouu	
12211				•						
			FOREI	GN PATE	NT DOCUMENTS			L	·-·	
***		DOCUMENT	DATE	GIVIATIE	NAME	T c	LASS	SUBCLASS	TRANS	LATION
		NUMBER							YES	NO
41/	BA	WO 98/53415	11/26/1998		Ouimet et al.					
To a					•					
_										
		OTHER DO	CUMENTS	(Including	Author, Title, Date, Pert	inent Pa	iges, E	tc.)		
Éc	CA	"PCT Inter 21, 2003.	national Sea	rch Repor	t", Application Numb	er PC7	r/US0	2/36710,	mailed	July
li.	СВ	l l	•		JR., "The Optimal O A of Dissertation Ab	_				
y c	<u> </u>	(Abstract (
								•	(1)	
EXAMINER	A	Coll	mx		DATE CONSIDERED	0-7	-3	05		
*EYAMINE	R. Initi	al if reference conside	red whether or	ot citation is	in conformance with MPEP	600· D-	w line	hrough citati	on if not	in

*EXAMINEŔ: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

			PARTMENT OF C		ATTY. DOCKET NO. DEM1P004	ļ.	SERI	al no. 09/74]	1,957			
o'Est c	E DO	CUMENTS CITE	D BY APPLIC	ANT	APPLICANT	DELU	JRGI	0				
SEP 1 2 200	8	OWIFET WITH S.	G.I. II. 1.00		FILING DATE 12/20/00		GRO	UP 362	29			
351	THE STATE OF THE S		U.S.	PATENT	DOCUMENTS							
EXAMPLA INITIAL*		DOCUMENT NUMBER	DATE	-	NAME	C	LASS	SUBCLASS		DATE IF		
	ŀ											
	•					•						
									·-··			
					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,							
	\perp							ļ				
		· 	T	GN PATE	NT DOCUMENTS				.	_		
		DOCUMENT NUMBER	DATE		NAME	C	LASS	SUBCLASS	TRANS	NO		
		<u>-</u>				Rt	U	E W Ind	بنتول	1		
							SEP	7 2003				
			_			Æ.F	ROI	IP 36	00			
						G I	,					
		OTHER DO	CUMENTS	(Including	Author, Title, Date, Pe	ertinent Pa	iges, E	Etc.)				
40	CA	"PCT Inter 5, 2003.	national Sea	rch Repor	t", Application Num	nber PC1	r/US()2/14977,	mailed	May		
AL	СВ				Studies in Marketir, Pages 2-7, 73-108.		ions (Jsing Exp	ert Cho	oice,"		
EXAMINER	A .	. Coll	ext		DATE CONSIDERED	6-0	23.	05				
					in conformance with MPE ommunication to applicant		w line	through citati	ion if not	in		

LIST OF DOCUMENTS CITED BY APPLICANT

TO COMPLY WITH 37 C.F.R. 1.56

. DEPARTMENT OF COMMERCE TENT AND TRADEMARK OFFICE

ATTY. DOCKET NO. **DEM1P004**

SERIAL NO. 09/741,957

APPLICANT

Delurgio et al.

FILING DATE 12/20/00 GROUP

Unknown

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
· Le	AA	6,094,641	07/25/00	Ouimet et al.	705	10	
Ac	ΑВ	6,078,893	06/20/00	Ouimet et al.	705	10	
Ac	AC	5,987,425	11/16/99	Hartman et al.	705	20	
ac	AD	5,878,400	03/02/99	Carter, III	705	20	
AC	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
AC	AF	5,822,736	10/13/98	Hartman et al.	705	1	
&C	AG	5,377,095	12/27/94	Maeda et al.	364	401	
20	AH	5,117,354	05/26/92	Long et al.	364	401	

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSI	ATION
	NOMBER 1					YES	NO
							·

OTHER DOCUMENTS (Including Author, Title,

4		
40	ΑI	"Report of Novelty Search" by Patentec, dated Feb, 9, 2001
90		
	i	

EXAMINER

DATE CONSIDERED 6-23-05

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

MAR 1 2 2005. 51 DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO. DEM1P004

SERIAL NO.

09/741,957

LIST OF DOCUMENTS CITED BY APPLICANT

TO COMPLY WITH 37 C.F.R. 1.56

Delurgio et al.

FILING DATE 12/20/00 GROUP Unknown

U.S. PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE II APPROPRIATE
AJ	6,032,125	02/29/00	Ando	705	10	
AK	6,009,407	12/28/99	Garg	705	10	
AL	5,712,985	01/27/98	Lee et al.	395	207	
AM	6,125,355	09/26/00	Bekaert et al.	705	36	
AN	6,032,123	02/29/00	Jameson	705	8	
ΑO	6,029,139	02/22/00	Cunningham et al.	705	10	
AP	5,918,209	06/29/99	Campbell et al.	705	5	
AQ	5,249,120	09/28/93	Foley	364	401	
	AK AL AM AN AO AP	AJ 6,032,125 AK 6,009,407 AL 5,712,985 AM 6,125,355 AN 6,032,123 AO 6,029,139 AP 5,918,209	AJ 6,032,125 02/29/00 AK 6,009,407 12/28/99 AL 5,712,985 01/27/98 AM 6,125,355 09/26/00 AN 6,032,123 02/29/00 AO 6,029,139 02/22/00 AP 5,918,209 06/29/99	AJ 6,032,125 02/29/00 Ando AK 6,009,407 12/28/99 Garg AL 5,712,985 01/27/98 Lee et al. AM 6,125,355 09/26/00 Bekaert et al. AN 6,032,123 02/29/00 Jameson AO 6,029,139 02/22/00 Cunningham et al. AP 5,918,209 06/29/99 Campbell et al.	AJ 6,032,125 02/29/00 Ando 705 AK 6,009,407 12/28/99 Garg 705 AL 5,712,985 01/27/98 Lee et al. 395 AM 6,125,355 09/26/00 Bekaert et al. 705 AN 6,032,123 02/29/00 Jameson 705 AO 6,029,139 02/22/00 Cunningham et al. 705 AP 5,918,209 06/29/99 Campbell et al. 705	AJ 6,032,125 02/29/00 Ando 705 10 AK 6,009,407 12/28/99 Garg 705 10 AL 5,712,985 01/27/98 Lee et al. 395 207 AM 6,125,355 09/26/00 Bekaert et al. 705 36 AN 6,032,123 02/29/00 Jameson 705 8 AO 6,029,139 02/22/00 Cunningham et al. 705 10 AP 5,918,209 06/29/99 Campbell et al. 705 5

FOREIGN PATENT DOCUMENTS

-		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSI	LATION
		KOMBEK					YES	NO
	<u></u>							
					_			
					-			

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	_	
	·	

EXAMINER

-

DATE CONSIDERED

4-25-05

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

MAR 1 2 2000 A DEPARTMENT OF COMMERCE PARTIEST AND TRADEMARK OFFICE

ATTY. DOCKET NO. DEM1P004

SERIAL NO.

09/741,957

TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

Delurgio et al.

FILING DATE 12/20/00

GROUP

Unknown

			U.S	S. PATENT DOCUMENTS					
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING APPRO	DATE IF	
AU	AR	5,063,506	11/05/91	Brockwell et al.	364	402			
U									
									
7 - 11 - 11							! <u> </u>		
								<u> </u>	
							 .		
			FORE	IGN PATENT DOCUMENTS		<u></u> <u>.</u>			
		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION		
		NOMBER		·			YES	NO	
0	THE	R DOCUMENT	S (Includi	ing Author, Title, Date, Pe	rtinent P	ages, Et	c.)		
					<u> </u>				
									
	F		<u> </u>						
EXAMINER		I. Pal	her	DATE CONSIDERED/	23-0	5			

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

DE COS

Form 1449 (Modified)

Information Disclosure Statement By Applicant

(Use Several Sheets if Necessary)

Atty Docket No.

DEM1P004

Applicant:

DELURGIO et al.

Filing Date **12/20/00**

Application No.:

09/741,957

Group **2161**

U.S. Patent Documents

Examiner					1	Sub-	Filing
Initial	No.	Patent No.	Date	Patentee	Class	class	Date
	-A		.,				
	В						
	С						†
	D					<u> </u>	
*	E					ec	-
	F					3	
	G					hnology	20
	Н					C	ο <u>Π</u>
	I					Center	2 1

Foreign Patent or Published Foreign Patent Application

Examiner		Document	Publication			Sub-	Tran	slation
Initial	No.	No.	Date	Patent Office	Class	class	Yes	No
	J							
	K						1	
	L							
	M		1					<u> </u>
	N						1	İ

Other Documents

		Otat. Detamonto
Examiner		
Initial	No.	Author, Title, Date, Place (e.g. Journal) of Publication
10	0	Stephen J. Hoch et al., "Store Brands and Category Management", The
80	· .	Wharton School, University of Pennsylvania, March 1998, pp. 1-38
F	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models:
100		Methodological Development and Managerial Applications", The Wharton
7		School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
1/1/	Q	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research
120		Society, dated 7/1/96, p. 227
	R	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on
	ŀ	Product Substitution, Complementary Purchase, and Interstore Sales
		Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
	S	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol.
		14, No. 3, Part 2 of 2, 1995, pp. G122-G132
	T	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on
		Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238
91-	U	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice
90	L	Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108

J, Collect

6-23-05

Pg. 1 of 2

IP	E JC3		~
6 ` .	, and	ور ایج	·
JUL	0 5 5001	الق	
	_C13 ²	E/V	Eileen Bridges et al., "A High-Tech Product Market Share Model with
ATENT	B TRANK!		Customer Expectations"" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81
4	///	w	Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing
		W	Science, Vol. 4, No. 3, Summer 1985, pp. 177-198
9	1	X	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product
			Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-
		Y	Robert J. Dolan, "How Do You Know When the Price Is Right?", Harvard
			Business Review, September-October 1995, pp. 5-11
	<u> </u>	Z	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial
}			Logit Models: Methodological and Managerial Issues", Marketing Science,
	1		Vol. 12, No. 3, Summer 1993, pp. 213-229
		AA	
	<u> </u>		of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187
	1	BB	Francis J. Mulhern et al., "The Relationship between Retail Price Promotions
1 1	1		and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995,
$\vdash \vdash \vdash$		-	pp. 83-90
1 1		CC	
1 - 1			Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February
 	• • • •	DD	1994, pp. 28-43
] [עען	Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy", Journal of Marketing Research, Vol. XXX,
			November 1993, pp. 522-24
		EE	Richard A. Briesch, "Does It Matter How Price Promotions Are
			Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181
		FF	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and
[Implications for Optimal Retail Pricing", Journal of Business & Economic
			Statistics, July 1995, Vol. 13, No. 3
1		GG	,
<u> </u>			Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
		HH	1
		ļ	of Marketing Research, Vol. XXXII (February 1995), pp. 17-29
1		II	Magid M. Abraham et al., "An Implemented System for Improving Promotion
1 4			Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3,
- -		77	Summer 1993 Peter S. Fodor et al. "Modeling Communic Chairman SVII-" In al. S.
12	6	JJ	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of
Exam	iner	6	Marketing, Research, Vol. XXXIII (November 1996), pp. 442-452 Date Considered
LAMI		A.	Participation Date Considered 23-05

Examiner: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicate.

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO. **DEM1P004**

SERIAL NO.

09/741,957

DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

Delurgio at el.

FILING DATE 12/20/00 GROUP

2161

T T C	70 A (TO FO) TOO	DOGEN	C 100
U.S.	PATENT	DOCUN	MENTS

	=		U.S	S. PATENT DOCUMENTS			
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SI	AA	6,205,431	03/20/01	Willemain et al.	705	10	
	AB	5,459,656	10/17/95	Fields et al.	364	401	
	AC	5,299,115	03/29/94	Fields et al.	364	401	
	AD	5,799,286	08/25/98	Morgan et al.	705	30	
all	AE	5,732,401	03/24/98	Conway	705	29	
/						REC	EIVED
-						SEP	07 2nns
•			FORE	IGN PATENT DOCUMENTS		Grou	Jp 2100
		DOCUMENT NUMBER		COUNTRY	CLASS	SUBCLASS	TRANSLATION NO YES
		-:	_				
		OTHER D	OCUMENT	S (Including Author, Title, Date, Pertine	nt Pages, Ei	c.)	
Je	AI	"Report of	f Novelty Sea	arch" by Patentec, dated July 25, 2	001		
/							
						·	

*EXAMINÉR: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

PE Cyc

PTO/SB/08A (08-00)
Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
rk Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitu	TO PARTY PARTY OF THE PROPERTY			Complete if Known			
INI	FORMATION	nie	CI OSLIDE	Application Number	09741957		
				Filing Date	12/20/001		
3	TATEMENT E	T AF	PLICANI	First Named Inventor	PHIL DELURGIO		
	(use as many she	ets as	necessary	Group Art Unit			
				Examiner Name			
Sheet		of	1	Attorney Docket Number	DEM1P004		

		OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS							
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the erticle (when appropriate), title of the item (book, magazine, journal, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.							
40	ВА	ROSSI, DELURGIO, & KANTOR; "MAKING SENSE OF SCANNER DATA;" HARVARD BUSINESS REVIEW, REPRINT F00205							
	88	BUCKLIN & GUPTA, "BRAND CHOICE, PURCHASE INCIDENCE, AND SEGMENTATION: AN INTEGRATED MODELING APPROACH," JOURNAL OF MARKETING RESEARCH, MAY 1992, PP. 201-215, VOL. XXIX							
	вс	SMITH, MATHUR, & KOHN; "BAYESIAN SEMIPARAMETRIC REGRESSION: AN EXPOSITION AND APPLICATION TO PRINT ADVERTISING;" JANUARY 3, 1997; AUSTRAILIAN GRADUATE SCHOOL OF MANAGEMENT, UNIVERSITY OF NEW SOUTH WALES, SYDNET 2052, AUSTRAILIA							
	BD	BLATTBERG AND DEIGHTON, "MANAGE MARKETING BY THE CUSTOMER EQUITY;" HARVARD BUSINESS REVIEW, JULY-AUGUST 1996, PP. 136-144							
	BE	CHRISTÉN, GUPTA, PORTER, STAELIN, & WITTINK; "USING MARKET-LEVEL DATA TO UNDERSTAND THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES;" DECEMBER 22, 1995							
	BF	LINK, "ARE AGGREGATE SCANNER DATA MODELS BIASED?," JOURNAL OF ADVERTISING RESEARCH, SEPTEMBER/OCTOBER 1995, PP. RC8-RC12, ARF							
	BG	RUSSELL & KAMAKURA, "UNDERSTANDING BRAND COMPETITION USING MICRO AND MACRO SCANNER DATA," JOURNAL OF MARKETING RESEARCH, VOL. XXXI (MAY 1994), PP. 289-303							
	вн	JONES, "THE DOUBLE JEOPARDY OF SALES PROMOTIONS," HARVARD BUSINESS REVIEW, SEPTEMBER-OCTOBER 1999, PP. 145-152							
	ВІ	BUZZELL, QUELCH, & SALMON; "THE COSTLY BARGAIN OF TRADE PROMOTION;" HARVARD BUSINESS REVIEW, REPRINT 90201, MARCH-APRIL 1990, PP. 1-9							
£	BJ	CURRY, DIVAKAR, MATHUR, & WHITEMAN; "BVAR AS A CATEGORY MANAGEMENT TOOL: AN ILLUSTRATION AND COMPARISON WITH ALTERNATIVE TECHNIQUES;" JOURNAL OF FORECASTING, VOL. 14, ISS NO. 3 (1995), PP. 181-199							

Examiner Signature	A,	Collect	Date Considered	623-05	
-----------------------	----	---------	--------------------	--------	--

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Tradement Office, Washington, OC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered, include copy of this form with next communication to applicant.

¹Unique citation designation number. ²Applicant is to place a check mark here if English tanguage Translation is attached.